



U.S. Small Business
Administration

NEW JERSEY EDITION 2020

Small Business

RESOURCE GUIDE



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EXPAND
YOUR BUSINESS**



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ON THE COVER Kevin McKeown, courtesy of the SBA; Chelsey Blake, courtesy of Hudson Paperie; Dr. Mandë Holford, left, Jessica Ochoa Hendrix, courtesy of the SBA; Dr. Karen Froberg-Fejko and Tim Fisher, courtesy of Bio-Serv/Radon Supplies

A MESSAGE FROM THE ADMINISTRATOR



It is my honor to serve as Administrator of the U.S. Small Business Administration, leading a dedicated team of talented individuals across America who are focused on helping entrepreneurs start, grow, and expand their small businesses. The SBA is here to support the prosperity and longevity of our nation's small businesses with timely and innovative resources to help them thrive in today's economy. America's entrepreneurs are innovators, risk-takers, and the catalyst for employment opportunities within their communities, and they are what makes our economy so strong and dynamic.

As we enter a new decade of possibilities, small businesses have a remarkable opportunity to continue building upon the success we've seen in our economy over the last three years. As the voice for America's 30 million small businesses, I am eager to advocate on entrepreneurs' behalf as a member of the President's Cabinet. Whether it's seeking access to capital, government contracting opportunities, business mentoring, or assistance with disaster recovery, the SBA is ready and determined to help our customers succeed.

The SBA remains committed to continuing our support of America's entrepreneurs and making an even bigger impact in communities across the country. In particular, the SBA is focused on elevating female entrepreneurs and our military veterans, expanding access to SBA resources

among entrepreneurs in disadvantaged communities, and continuing to prioritize disaster relief.

Within this resource guide, you will learn more about the tremendous tools the SBA provides small businesses through our 68 District Offices and numerous Resource Partners, such as our Small Business Development Centers, our SCORE mentoring network, Women's Business Centers, and Veterans Business Outreach Centers. Featured in this guide are some of the remarkable success stories of entrepreneurs who partnered with the SBA to take their businesses to the next level. The SBA encourages you to also utilize these resources to help strengthen and meet your business goals.

Sincerely,

Jovita Carranza
SBA Administrator



HUNDRED ACRE CONSULTING, LLC

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Whether you seek start-up capital, new market expansion, or a recession proof, turn-key ownership, **SBA & HAC**, have your back!



HAC & SBA

**We Make Business
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- Over **250 SBA** registered and approved Franchises to choose from in our portfolio
- Dedicated professionals to help small businesses **START, GROW, & EXPAND**
- **Advocating for entrepreneurs** at every stage of their business lifecycle
- Business development **consulting** for women, minority owned businesses and Veterans
- A variety of **Funding Programs** including SBA Express Loans and Veterans Freedom Loans

607.656.4755 • HundredAcreConsulting.com

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Office Evolution Woodbridge
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485C US Highway 1 South, Suite 350
Iselin, New Jersey, 08830
732-243-8040

www.officeevolution.com/locations/woodbridge



HELP FOR YOUR SMALL BUSINESS IS A CALL AWAY.

The **New Jersey Business Helpline** is ready to answer your small business questions at **1-800-JERSEY-7**. Take advantage of this **one-call, no-cost resource** from the New Jersey Business Action Center.

- Learn how to register or dissolve a business in New Jersey
- See what licenses you need to operate your business
- Explore financing available for start-ups...and more!

For 24/7 info, visit NewJerseyBusiness.gov

1-800-JERSEY-7

8AM - 5PM / MONDAY-FRIDAY

Spanish-speaking advocates are available.



NJBAC

New Jersey
Business
Action Center

33 West State Street • P.O. Box 820 • Trenton, NJ 08625-0820

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mtb.com/smallbusiness
1-800-724-6070



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Equal Housing Lender.

*According to statistics released by the Small Business Administration (SBA) for total approved loans through the SBA's 7(a) lending program during the fiscal year ending 9/30/19.
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sba.gov/nj

@SBA_NewJersey

District Director Letter

Welcome to the 2020 edition of the U.S. Small Business Administration's New Jersey Small Business Resource Guide. The SBA helps to make the American dream of small business ownership a reality. We are the only federal agency dedicated to helping our 30 million small businesses start, grow, expand, or recover after a disaster. The SBA New Jersey District Office works with an extensive network of business advisers and lenders to help New Jersey's 844,000 small businesses at every stage of development.

Across New Jersey in the last year, we empowered the state's small businesses to:

- Find an ally, advocate or mentor via the 25 local locations of our SBA Resource Partners, which includes SCORE chapters, Small Business Development Centers, Women's Business Centers, and the Veterans Business Outreach Center, all powered by the SBA.
- Access over \$855 million in SBA-guaranteed loans using 114 local lenders. Many of the small businesses that qualified for SBA financing then hired thousands of new employees, bought needed equipment, and built or renovated facilities.
- Gain more than \$2.1 billion in federal contracting awards.

This guide contains valuable information, contacts, and links to help you to power your dream of starting, growing, or expanding your small business here in New Jersey. Our resource and lending partners enable us to reach and assist thousands of New Jersey small business owners each year. Together, we look forward to providing these programs and services to an even greater number of entrepreneurs in 2020.

Sincerely,



Al Titone
District Director



District Director

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LOCAL BUSINESS ASSISTANCE

How We Did It

Tim Fisher & Dr. Karen Froberg-Fejko

CEO & President, Bio-Serv/Radon Supplies
Flemington, NJ

With help from the SBA, Tim Fisher and Dr. Karen Froberg-Fejko used SBA-backed financing to help them save a dying business, preserving over 30 jobs and making the manufacturer viable long term. Bio-Serv, which produces lab animal diets for the biotechnical industry, is now flourishing in Flemington.

Challenge

Bio-Serv had been in business for over 50 years in Hunterdon County before the company was threatened with bankruptcy. Together we had about 45 years vested in the company as employees, so when we heard it was in danger of shuttering, we knew that we could save it. We purchased all the company stock, but the final hurdle was securing ownership of the manufacturing facility. We knew that if we qualified for a business loan with reasonable rates and terms, we could ensure the business stayed profitable, creating jobs and positively affecting our neighborhood.

Solution

The SBA guarantees loans made by lending institutions to small businesses that cannot find financing elsewhere. We qualified for a \$5 million SBA-backed 7(a) loan from TD Bank that helped us refinance debt—effectively saving the business and making it viable long term.

Benefit

We own the 60,000-square-foot facility, allowing us to better manage cash flow and expenditures. We've grown to 38 employees with sales in excess of \$8 million. This last year has been the best because the SBA gave us the power to reduce and restructure our debt. We're now exporting; nearly 15% of our business is international. We have faced challenges along the way and we've overcome them with the assistance of TD Bank and the SBA.



**“
We have faced
challenges along
the way and we’ve
overcome them with the
assistance of TD Bank
and the SBA.”**

Tim Fisher & Dr. Karen Froberg-Fejko
CEO & President, Bio-Serv/Radon Supplies

SBA Resource Partners

No matter your industry, location, or experience, if you have a dream, the SBA is here to help you achieve it. Our SBA Resource Partners offer mentoring, counseling, and training to help you startup and thrive at all stages of the business life cycle. These independent organizations operating across the United States and U.S. territories are funded through SBA cooperative agreements or grants.

SMALL BUSINESS DEVELOPMENT CENTERS

950+

**Small Business
Development Centers**

Achieve your dream of business ownership and remain competitive in an ever-changing global economy with assistance from your local SBDC. Access free counseling and free or low-cost training on topics like regulatory compliance, technology development, and international trade. Find an SBDC adviser at sba.gov/sbdc.

SCORE

300+

SCORE chapters

Join the ranks of other business owners who have experienced higher revenues and increased growth thanks to SCORE, the nation's largest network of volunteer business mentors. Experienced executives share real-world knowledge to fit your busy schedule. SCORE mentors are available for free as often as you need, in person, via email or over video chat. Find a mentor at sba.gov/score.

WOMEN'S BUSINESS CENTERS

100+

**Women's Business
Centers**

Women entrepreneurs receive essential business counseling and training from this national network of community-based centers. Each center tailors its services to help you navigate the challenges women often face when starting or growing a business. To learn about SBA resources for women visit sba.gov/women.

VETERANS BUSINESS OUTREACH CENTERS

20+

**Veterans Business
Outreach Centers**

Veteran and military entrepreneurs receive business training, counseling, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. Receive procurement guidance to better compete for government contracts. VBOCs also serve active duty service members, National Guard or Reserve members, veterans of any era, and military spouses.

Our Local SBA Resource Partners

SBA's Resource Partners are independent organizations funded through SBA cooperative agreements or grants.



Arthur and Sandra Johnson, owners of 21 Short Stop in Georgia, received assistance from their local Small Business Development Center and SCORE chapter.

Small Business Development Centers

SBDC Headquarters

Rutgers Business School
Serving Newark & New Brunswick
1 Washington Park, suite 800
Newark
(973) 353-1927
njsbdc.com

Stockton University SBDC

Serving Atlantic & Cape May counties
Rothenberg Building
3430 Atlantic Ave.
Atlantic City
(609) 626-3889
facebook.com/stocktonsbdc

Serving Cumberland County Cumberland County College Business Resource Center

Vineland
(609) 626-3889

Ramapo College of New Jersey SBDC

Serving Bergen County
Ansfield School of Business
505 Ramapo Valley Road
Mahwah
(201) 684-7135
sbdcbergen.com

Serving central and southern Bergen County
New Jersey Department of Labor
Business Resource Center, first floor
60 State St., Hackensack
(201) 684-7135

Rutgers Campus at Camden SBDC

Serving Camden County
419 Cooper St.
(856) 225-6221
rsbdc.org

Serving the Voorhees area

Camden County Store

Somerdale & Burnt Mill Roads, Voorhees
(856) 225-6221

Serving Burlington County

Burlington County Library

5 Pioneer Blvd., Westampton
(856) 225-6221

Serving the Marlton area

Burlington County Library

984 Tuckerton Road, Marlton
(856) 225-6221

Serving the Moorestown area

County Corner Store

400 Route 38, Moorestown
(856) 225-6221

Serving Gloucester County

Gloucester County Department of Economic Development

115 Budd Blvd., Woodbury
(856) 225-6221

Serving the Mullica Hill area

Gloucester County Library

389 Wolfert Station Road, Mullica Hill
(856) 225-6221

Serving Salem County

Salem Community College

460 Hollywood Ave., Carney's Point
(856) 225-6221

Rutgers Campus at Newark SBDC

Serving Essex County
25 James St., Newark
(973) 353-5950
rnsbdc.com

Serving the South Orange area

Seton Hall University Stillman School of Business

400 S. Orange Ave., South Orange

New Jersey City University SBDC

Serving Hudson County
285 Westside Ave., suite 199, Jersey City
(201) 200-2156
sbdchudsoncounty.com

The College of New Jersey SBDC

Serving Mercer County
Forcina 253
2000 Pennington Road, route 31, Ewing
(609) 771-2947
sbdcnj.com

Rutgers Business School SBDC

Serving Middlesex County
94 Rockafeller Road, second floor, room
223, Piscataway
(848) 445-8790
business.rutgers.edu/njsbdcnb

Brookdale Community College SBDC

Serving Monmouth County
ATeC 111
765 Newman Springs Road, Lincroft
(732) 842-8685
mosbdc.com

Serving Ocean County

Ocean County College Library

1 College Drive, building 3
Toms River
(732) 255-0404

William Paterson University SBDC

Serving Passaic County
131 Ellison St., Paterson
(973) 321-1378
wpunj.edu/sbdc

Serving the Totowa area

**County of Passaic Department
of Economic Development**

930 Riverview Drive, suite 250, Totowa
(973) 321-1378 by appointment

Serving the Wayne area

William Paterson University SBDC

1600 Valley Road, room 4031, Wayne
(973) 321-1378

Raritan Valley Community College SBDC

Serving Somerset County
Workforce Training Center
118 Lamington Road, Branchburg
(908) 526-1200 x8516
sbdcrvcc.com

Serving the Hillsborough area

Affinity Federal Credit Union

315 Route 206, suite 501, Hillsborough
(908) 526-1200 x8516

Serving Hunterdon County

119 Main St., Flemington
(908) 526-1200 x8516 by appointment

Kean University SBDC

Serving Union County
Hutchinson Hall, suite J-202-e
1000 Morris Ave., Union
(908) 737-4070
sbdckean.com

Northwest Jersey SBDC

Serving Warren County
150 Mountain Ave., 2-4, second floor
Hackettstown
(908) 269-8475
nw-njsbdc.com

Serving Sussex County

Sussex County Community College

building E
1 College Hill, Newton
(908) 269-8475 by appointment

Serving Morris County

Allied Wealth Partners

14 Walsh Drive, Parsippany
(908) 269-8475 by appointment

SCORE

Contact your closest SCORE office to set
up an appointment.

Serving Atlantic, Ocean & Cape May counties

oceancountyscore.org

Toms River Municipal Building

33 Washington St., Toms River
(732) 505-6033
Tuesdays, Wednesdays & Thursdays
10 a.m.-noon
Tuesdays & Thursdays 5:30-7:30 p.m.

**Southern Ocean County Chamber
of Commerce**

265 W. Ninth St., Ship Bottom
(732) 505-6033, by appointment

Ocean County Library Stafford Branch

129 N. Main St., Manahawkin
(732) 505-6033

Lakewood Library

301 Lexington Ave., Lakewood
(732) 505-6033

Serving Bergen & western Passaic counties

Bergen County Administrative Building

1 Bergen County Plaza, room 5B, Hackensack
(201) 336-6090
northeastnj.score.org

Serving eastern Passaic County

Clifton Public Library

292 Piaget Ave., Clifton
(973) 772-5500 x3009
Wednesdays 10 a.m.-1 p.m.

*Serving Burlington, Camden, Gloucester
& Salem counties*

Mt. Laurel
(856) 457-8372
snj.score.org

Serving Cumberland County

Vineland
(856) 457-8372

Serving Essex County

metronj.score.org
2 Gateway Center, 10th floor, suite 1002
Newark
(973) 645-3982
Monday-Friday 9:30 a.m.-1 p.m.

C3 Workplace

26 Park St., suite 2050
Montclair
(973) 509-4650

Summit Free Public Library

75 Maple St., Summit
(908) 273-0350 x823

Serving Hudson County

**Secaucus Library and Business
Resource Center**

1379 Paterson Plank Road, Secaucus
(201) 330-2083
Wednesdays 9:30 a.m.-noon

Union City Public Library

324 43rd St., Union City
(201) 866-7500

West New York Public Library

425 60th St., West New York
(201) 295-5135

Jersey City Public Library

Five Corners Branch
678 Newark Ave., Jersey City
(201) 547-4543

Kearny Public Library

318 Kearny Ave.
(201) 998-2666

Serving Hunterdon County

Peapack-Gladstone Bank (off Route 78)

189 Center St., Clinton
(908) 526-1200 x8449
First & third Thursdays 4-5 p.m.

Serving Mercer County

princeton.score.org
213 Carnegie Center, Princeton
(609) 393-0505
info@scoreprinceton.org

Princeton Public Library

65 Witherspoon St.
(609) 924-9529
Mondays 6-8 p.m.
Tuesdays & Thursdays 10 a.m.-noon

Serving Middlesex County

Columbia Bank

60 Raritan Center Parkway, Edison
(732) 346-1090
First Thursdays 10-11 a.m.
Third Thursdays 1 p.m. & 2 p.m.

Investors Bank

645 Route 18 S., East Brunswick
(732) 745-5050
Second Wednesdays 10-11 a.m.
Fourth Thursdays 4-5 p.m.

New Brunswick Department of Planning

75 Bayard St., second floor
Civic Plaza entrance
(732) 745-5050
Third Tuesdays 10-11 a.m.
Fourth Tuesdays 1 p.m. & 2 p.m.

Woodbridge Metro Chamber of Commerce

91 Main St.
(732) 636-4000
Fourth Thursdays 10-11 a.m.

Old Bridge Public Library

1 Old Bridge Plaza
(908) 526-1200 x8449
Third Wednesdays 7-8 p.m.

Serving Middlesex County

Magyar Bank

400 Somerset St., New Brunswick
(732) 342-7600
First and third Tuesdays 11 a.m.-2 p.m.

South Brunswick Library

110 Kingston Lane, Monmouth Junction
(732) 329-4000 x7286
Second & fourth Mondays 5:45-8:45 p.m.
First & third Wednesdays 5:45-8:45 p.m.

East Brunswick Public Library

2 Jean Walling Civic Center Drive
(732) 390-6950
First Tuesdays 5-8 p.m.

Sayreville Public Library

1050 Washington Road, Parlin
(732) 727-0212 x25
Second Wednesdays 6-8 p.m.

Serving Monmouth County

monmouth.score.org

Brookdale Community College

765 Newman Springs Road, Lincroft
(732) 224-2573
info@score36.org

Monmouth County Library

125 Symmes Drive, Manalapan
(732) 431-7220, option 3
Tuesdays 2-3 p.m.
Thursdays 6:30-7:30 p.m.

Monmouth County Library Eastern Branch

1001 Route 35, Shrewsbury
(732) 683-8980
Tuesdays & Thursdays 7-8 p.m.

O'Connor Belting, a Delaware family-owned business, expanded with the help of an SBA-guaranteed 7(a) loan.



Veterans Business Outreach Center

Veteran entrepreneurs or small business owners can receive business training, counseling and mentoring, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. This is also the place to receive procurement guidance, which can help your business better compete for government contracts.

Arsenal Business & Technology Partnership

44 Dalliba Ave.
Watervliet, NY
(518) 326-6328
Director Amy Amoroso
Cell (518) 960-7289
aamoroso@arsenalpartnership.com
vbocregion2.com

Monmouth County Library

2700 Allaire Road, Wall
(732) 449-8877
Mondays 7-8 p.m.

Middletown Township Public Library

55 New Monmouth Road
(732) 671-3700 x320 or 321
Wednesdays 7-8 p.m.

Serving Asbury Park

Interfaith Neighbors Business Development Center

1201 Springwood Ave., Asbury Park
(732) 455-0519
Wednesdays 11 a.m.-2 p.m.
Tuesdays 7 p.m.
Saturdays 10 a.m.

Greater Monmouth Chamber of Commerce

10 E. Main St. suite 1A, Freehold
(732) 462-3030
Wednesdays 2-3 p.m.

BellWorks

101 Crawfords Corner Road, Holmdel
Tuesdays 7 p.m. & 8 p.m.
Remote mentoring Wednesdays 7-8 p.m.
contact ray.pressburger@scorevolunteer.org

Serving Morris, Sussex & Warren counties

northwestnj.score.org

179 US Highway 46, suite 15-245,
Rockaway

Morris County Chamber of Commerce

325 Columbia Turnpike, suite 101
Florham Park
(973) 442-6400
Mondays 8:30-11:30 a.m.

Fairleigh Dickinson University

285 Madison Ave., Madison
(973) 442-6400
Tuesdays 9 a.m.-noon; 6-8 p.m., other
times by appointment

County College of Morris

214 Center Grove Road, Randolph
(973) 328-5000
Thursdays 9 a.m.-noon, other times by
appointment

Sussex County Community College

1 College Hill Road, building E, room 315
Newton
(973) 300-2140
First and third Mondays 9:15 a.m.-12:15 p.m.
Second and fourth Tuesdays 6:30-8:30
p.m., other times by appointment
northwestnj.score.org

Serving Somerset County

centraljersey.score.org

Raritan Valley Community College Workforce Training Center

118 Lamington Road, Branchburg
Tuesdays 7-8 p.m.
(908) 526-1200 x8449

Bridgewater Library

1 Vogt Drive, Bridgewater
(908) 526-4016
Walk-in only on most Wednesdays,
6:30-8:30 p.m.

The Township of Hillsborough Municipal Building

379 S. Branch Road
Hillsborough
(908) 369-4313 x106
Second Thursdays 1 p.m. & 2 p.m.
Fourth Thursdays 7-8 p.m.

PNC Bank

675 Franklin Blvd., Somerset
(732) 745-5050
First Wednesdays 1 p.m. & 2 p.m.
Second Thursdays 10-11 a.m.

Peapack-Gladstone Bank

468 Hills Drive, Bedminster
(908) 369-4313 x106
Wednesdays 12:30 p.m. & 1:30 p.m.

Warren Public Library

42 Mountain Blvd.
(732) 745-5050
First & third Thursdays 6:30-7:30 p.m.

Serving Union County

Union Township Chamber of Commerce

355 Chestnut St.
(908) 688-2777
Tuesdays 9 a.m.-noon

Westfield Area Chamber of Commerce

173 Elm St.
(908) 233-3021
Tuesdays 9 a.m.-noon



Women's Business Centers

Women's Center for Entrepreneurship Corp.

Peapack Gladstone Bank
311 Main St., Chatham
(973) 507-9700
Fax (973) 507-9698
info@wcecnj.org
wcecnj.org

Latin American Economic Development Association

433 Market St., suite 202, second floor, Camden
(856) 338-1177
Fax (856) 963-1835
wbc@laeda.com
laedawbc.com



Your Advocates

The SBA offices of advocacy and ombudsman are independent voices for small business within the federal government.

Advocacy

When you need a voice within the federal government for your interests as a small business owner, the SBA's regional advocates are here to assist. The advocates analyze the effects of proposed regulations and consider alternatives that minimize the economic burden on small businesses, governmental jurisdictions, and nonprofits. Find your regional advocate at sba.gov/advocacy.

Your advocate helps with these small business issues:

- » if your business could be negatively affected by regulations proposed by the government
- » if you have contracting issues with a federal agency
- » when you need economic and small business statistics

The SBA's Office of Advocacy also independently represents small business and advances its concerns before Congress, the White House, federal agencies, federal courts, and state policy makers.

Ombudsman

Entrepreneurs who have an issue with an existing federal regulation or policy can receive assistance from the SBA's national ombudsman.

The ombudsman's office can help you:

- » resolve regulatory disputes with federal agencies
- » reduce unfair penalties and fines
- » seek remedies when rules are inconsistently applied
- » recover payment for services done by government contractors

To report how a proposed federal regulation could unfairly affect you, find your regional SBA advocate at sba.gov/advocacy.

To submit a comment about how your business has been hurt by an existing regulation, visit sba.gov/ombudsman/comments.

Make your voice heard by participating in a Regional Regulatory Enforcement Fairness Roundtable or a public hearing hosted by the SBA's national ombudsman. These events are posted periodically on the ombudsman website, sba.gov/ombudsman.

To submit a comment or complaint through the online form, visit sba.gov/ombudsman/comments. Your concerns will be directed to the appropriate federal agency for review. The SBA will collaborate with you and the agency to help resolve the issue.



SPEX CertiPrep in Metuchen, NJ expanded into the Middle East thanks to an SBA State Trade Export Promotion grant. VP of Sales Kevin McKeown used a \$10,000 grant from the NJ Business Action Center's Office of Export Promotion to attend the 2019 Arab Lab trade show. SPEX CertiPrep then secured a large order from a Saudi company for materials that are used to test pesticide levels in organic foods.

How to Start a Business in New Jersey

Thinking of starting a business? Here are the nuts & bolts.

The Startup Logistics

Even if you're running a home-based business, you will have to comply with many local, state, and federal regulations. Do not ignore regulatory details. You may avoid some red tape in the beginning, but your lack of compliance could become an obstacle as your business grows. Taking the time to research regulations is as important as knowing your market. Being out of compliance could leave you unprotected legally, lead to expensive penalties, and jeopardize your business.

Market Research

View consumer and business data for your area using the Census Business

Builder: Small Business Edition, <https://cbb.census.gov/sbe>. Filter your search by business type and location to view data on your potential customers, including consumer spending, and a summary of existing businesses, available as a map and a report.

Business License & Zoning

Licenses are typically administered by a variety of state and local departments. It is important to consider zoning regulations when choosing a site for your business. Contact the local business license office where you plan to locate your business. You may not be permitted to conduct business out of your home or engage in industrial activity in a retail district.

» **New Jersey Business Action Center**
(866) 534-7789
state.nj.us/njbusiness/licenses

Name Registration

Register your business with the NJ Division of Revenue at least 15 days prior to the day the business opens. By completing form NJ-REG, your business will be registered for applicable taxes and related liabilities that are administered by the Department of Labor and Workforce Development as well as the Division of Revenue.

» **NJ Division of Revenue**
33 W. State St., fifth floor, Trenton
(609) 292-9292
nj.gov/njbusiness/documents/check_list.pdf

state.nj.us/treasury/revenue/gettingregistered.shtml
state.nj.us/treasury/revenue/njbgs/services.shtml

Taxes

As a business owner, you should know your federal tax responsibilities and make some business decisions to comply with certain tax requirements. The IRS Small Business and Self-Employed Tax Center, irs.gov/businesses/small-businesses-self-employed, includes information on paying and filing income tax and finding an Employer ID Number.

As the IRS continues to implement some of the Tax Cuts and Jobs Act provisions, your tax obligations may change. For the latest tax reform updates that affect your bottom line visit irs.gov/tax-reform.

- » **NJ Division of Taxation**
(609) 292-6400

Social Security

If you have any employees, including officers of a corporation but not the sole proprietor or partners, you must make periodic payments, and/or file quarterly reports about payroll taxes and other mandatory deductions. You can contact the IRS or the Social Security Administration for information, assistance, and forms, at (800) 772-1213 or visit socialsecurity.gov/employer. You can file W-2s online or verify job seekers through the Social Security Number Verification Service.

Employment Eligibility Verification

The Federal Immigration Reform and Control Act of 1986 requires employers to verify employment eligibility of new employees. The law obligates an employer to process Employment Eligibility Verification Form I-9. The U.S. Citizenship and Immigration Service offers information and assistance through uscis.gov/i-9-central. For forms, see uscis.gov/forms. For the employer hotline call (888) 464-4218 or email I-9central@dhs.gov.

E-Verify is the quickest way for employers to determine the employment eligibility of new hires by verifying the Social Security number and employment eligibility information reported on Form

I-9. Visit e-verify.gov, call (888) 464-4218 or email e-verify@dhs.gov.

Health & Safety

All businesses with employees are required to comply with state and federal regulations regarding the protection of employees, visit employer.gov and dol.gov. The Occupational Safety and Health Administration provides information on the specific health and safety standards used by the U.S. Department of Labor. Call (800) 321-6742 or visit osha.gov.

- » **New Jersey OSHA**
Avenel area
1030 St. Georges Ave., plaza 35, suite 205
(732) 750-3270

Hasbrouck Heights area
500 Route 17, second floor
(201) 288-1700

Marlton area office
701 Route 73 South, suite 120
(856) 596-5200

Parsippany area office
299 Cherry Hill Road, suite 103
(973) 263-1003
- » **NJ Division of Public Safety & Occupational Safety & Health**
1 John Finch Plaza, Trenton
(609) 984-0785
lwd.state.nj.us > Worker Protections > Safety & Health

Employee Insurance

Check with your state laws to see if you are required to provide unemployment or workers' compensation insurance for your employees. For health insurance options, call the Small Business Health Options Program at (800) 706-7893 or visit healthcare.gov/small-businesses/employers.

Association Health Plans allow small businesses, including self-employed workers, to band together by geography or industry to obtain healthcare coverage as if they were a single large employer. For information, visit dol.gov/general/topic/association-health-plans.

- » **NJ Division of Workers' Compensation**
(609) 292-2515
nj.gov > Business > Workforce > About Workers' Comp

Environmental Regulations

State assistance is available for small businesses that must comply with environmental regulations under the Clean Air Act. State Small Business Environmental Assistance programs provide free and confidential assistance to help small business owners understand and comply with environmental regulations and permitting requirements. These state programs can help businesses reduce emissions at the source, often reducing regulatory burden and saving you money. To learn more about these free services visit nationalsbeap.org/states/list.

- » **Environmental Protection Agency Small Business Division**
epa.gov/resources-small-businesses

Accessibility & ADA Compliance

For assistance with the Americans with Disabilities Act, call the ADA center at (800) 949-4232 or the Department of Justice at (800) 514-0301. Direct questions about accessible design and the ADA standards to the U.S. Access Board at (800) 872-2253, TTY (800) 993-2822, ta@access-board.gov or visit access-board.gov.

Child Support

Employers are essential to the success of the child support program and collect 75% of support nationwide through payroll deductions. You're required to report all new and rehired employees to the State Directory of New Hires. If you have employees in two or more states, you may register with the Department of Health and Human Services to report all your employees to one state. Find electronic income withholding orders and the Child Support Portal, which can be used to report information to nearly all child support agencies, at acf.hhs.gov/programs/css/employers. Send questions to employerservices@acf.hhs.gov.

- » **New Jersey Child Support Hotline**
(877) 655-4371
njchildsupport.org

Intellectual Property

Patents, trademarks, and copyrights are types of intellectual property that serve to protect creations and innovations. For information and resources about U.S. patents and federally registered trademarks consult uspto.gov, call (800) 786-9199 or visit the U.S. Patent and Trademark Office headquarters in Alexandria, Virginia.

For inventor entrepreneur resources visit uspto.gov/inventors.

- Utility patents may be granted to anyone who invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement.
- Design patents may be granted to anyone who invents a new, original, and ornamental design for a manufactured article.
- Plant patents may be granted to anyone who invents or discovers and asexually reproduces any distinct and new variety of plant, other than a tuber propagated plant or a plant found in an uncultivated state.

A trademark or service mark includes any word, name, symbol, device, or any combination, used to identify and distinguish the goods/services of one provider from others. Trademarks and service marks may be registered at both the state and federal level. The U.S. Patent and Trademark Office only registers federal trademarks and service marks, which may conflict with and supersede state trademarks. Visit uspto.gov/trademarks.

Copyrights protect original works of authorship including literary, dramatic, musical and artistic, and certain other intellectual works, such as computer software. Copyrights do not protect facts, ideas, and systems, although they may protect the way they are expressed. For general information on copyrights, contact:

» U.S. Copyright Office

U.S. Library of Congress
James Madison Memorial Building
101 Independence Ave. SE
Washington, DC
(202) 707-3000 or toll free (877) 476-0778
copyright.gov



Chelsey Blake, owner of Hudson Paperie, turned her online Etsy product line into a stationery design boutique in Hoboken with the help of the SBA. An SBA-backed \$125,000 line of credit from Centric Bank allowed Chelsey to purchase new inventory and give the store a fresher look focused on invitation design. She employs six and has been growing 20% year over year.

COURTESY OF HUDSON PAPERIE

Chambers of Commerce

Find your local chamber at officialusa.com/stateguides/chambers/newjersey.html.

Economic Development

NJ Economic Development Agency

(609) 858-6700
customercare@njeda.com
businessfacilities.com/site-selection-directory/new-jersey
njeda.com

New Jersey Urban Enterprise Zone Program

Department of Community Affairs
101 S. Broad St., first floor, Trenton
(609) 292-1912
nj.gov/dca/affiliates/uez/index.shtml

NJ Opportunity Zones

201 Rockingham Row
Princeton
(609) 297-2200
choosenj.com/business-assistance/opportunity-zones

Export Assistance

SBA NY/NJ Regional Manager

Eduard Ekel
(212) 809-2645
eduard.ekel@sba.gov
export.gov/locations

U.S. Department of Commerce

Serving northern New Jersey & central-southern New Jersey by appointment
Visit 2016.export.gov/newjersey/contactus/index.asp to determine which office your company should contact for assistance.

Progressive Casualty Ins. Co. & Affiliates. Business and Workers' Compensation coverage provided and serviced by affiliated and third party insurers.



Small business is no small task.

So Progressive offers commercial auto and business insurance that makes protecting yours no big deal.

Local Agent | ProgressiveCommercial.com

PROGRESSIVE
COMMERCIAL



NJIT Makerspace works to create an environment for students to participate in American industrial development. Mechanical engineering student Mike Talbot has learned metal work and 3D Printing at the Newark makerspace, which receives SBA funding for its programs.

COURTESY OF NJIT MAKERSPACE

Workforce Recruitment

Find qualified workers at these makerspace initiatives funded by the SBA.

If you are a small business employing skilled laborers, access a new talent pool for recruitment at your local makerspace.

How it benefits you

These community operated workspaces provide training and resources to better prepare workers for the job market, offering job-specific and soft skills training. Connect with one of these organizations to see if these makerspace participants could work for your small business.



California

Workshops for Warriors, wfw.org, trains, certifies to national standards, and places veterans into advanced manufacturing careers nationwide.

Vocademy in Riverside, vocademy.com, trains underserved populations for vocational careers in manufacturing.

Indiana

Ruckus Makerspace in Indianapolis, ruckusindy.com, provides coaching and job placement complementing day-to-day job skills training.

Massachusetts

The Clubhouse-to-Career Pathways to Success program in Roxbury, flagshipclubhouse.org/c2c, places its participants in meaningful employment matching their skill sets.

Missouri

Rightfully Sewn in Kansas City, rightfullysewn.org, prepares at-risk women and underserved populations for entry level sewing positions, increasing their tailoring and production management skills.

New Hampshire

Monadnock Art x Tech Makerspace in Peterborough fills the need for qualified welders in construction and industry, visit monadnockartxtech.org.

New Jersey

New Jersey Institute of Technology Makerspace in Newark connects participants with entry level advanced manufacturing jobs, in addition to an apprenticeship program, visit njitmakerspace.com.

New York

The Foundry in Buffalo, thefoundrybuffalo.org, operates four makerspaces, metal and wood shops and tech and textile labs, in support of education and entrepreneurship.

North Carolina

Forge Greensboro connects untapped talent to employment opportunities through pre-apprenticeship programs and accreditation, visit forgegreensboro.org.

Oklahoma

Fab Lab Tulsa prepares participants with high-value skills to secure careers as operators and technicians in digital fabrication, visit fablabtulsa.org.

Pennsylvania

NextFab's Furnishing a Future program in Philadelphia places trained carpenters, visit nextfab.com.

Emerging Leaders

Learn the skills to grow your small business in this seven-month course.



COURTESY OF A&A FIRE AND SAFETY

▲ HOW THE SBA HELPED ME SUCCEED

When April Broderick wanted to expand into government contracting, she turned to the SBA. A&A Fire and Safety Co. in Cabot, AR serves the fire protection and service needs of businesses, schools, and fire departments across Arkansas. She took over from her father, Alan, in 2014, becoming one of the few women executives in her industry. With the help of the SBA Emerging Leaders program, April received business training and networking opportunities to help her better compete in the public marketplace. April committed to the program because she wanted to develop a three-year growth plan with business experts. Since graduating from Emerging Leaders, she has grown her business to six full-time employees, seven part time, with a projected 2019 revenue of \$1.7 million.

Accelerate Growth

Small business executives looking to grow their business, create jobs, and strengthen their communities will find their next challenge in the SBA Emerging Leaders program. This seven-month course offers about 100 hours of training and provides the opportunity for high-potential small business owners to work with experienced coaches and mentors while developing connections with peers, local leaders, and the financial community.



How it benefits you

Since the start of the program in 2008, Emerging Leaders graduates have reported creating over 6,500 jobs, gaining more than \$300 million in new financing, and securing over \$3.16 billion in government contracts. Participants produce a three-year strategic growth plan that connects them with the necessary tools and resources to reach major performance targets.

What you learn

The curriculum is research-based and nationally scalable, enabling you to engage in focused development and expansion strategies, including options for accessing new capital and securing government contracts.

Who's eligible

Small businesses having annual revenues of at least \$250,000, in business for at least three years, and with at least one employee.

Get involved

To register online, visit sba.gov/emergingleaders.

AVMAC President/CEO Bert Ortiz, left, and fellow U.S. Navy veteran and electrician Ken Morey manufacturing a power panel bracket.



◀ HOW THE SBA HELPED ME SUCCEED

U.S. Navy veteran Roberto Ortiz puts his 40 years of aviation management experience to use as a small business owner in Chesapeake, VA. Bert expanded AVMAC Inc. into the government sector fulfilling aviation and maritime logistical services with the help of his local SBA Veterans Business Outreach Center. VBOCs are the first stop for military community entrepreneurs looking to start, grow, or expand a small business. The VBOC located at Old Dominion University helped Bert obtain government contracting business certifications. With support from his local VBOC, Bert has strategically position AVMAC in the federal marketplace to better compete for large-scale government contracts. From AVMAC's first contract in 2010, this veteran-led company has nearly doubled in revenue and grown to over 400 employees.



Opportunities for Veterans

Military community members become more successful entrepreneurs with the help of the SBA.

Entrepreneurship training

In Boots to Business, explore business ownership and other self-employment opportunities while learning key business concepts. Walk away with an overview of entrepreneurship and applicable business ownership fundamentals, including how to access startup capital using SBA resources. Boots to Business is conducted on all military installations as part of the Department of Defense's Transition Assistance Program.

Who's eligible?

Service members transitioning out of active duty and military spouses. Boots to Business: Reboot, for veterans, National Guard or Reserve members and military spouses, teaches this entrepreneurship curriculum off base in communities. Register for either B2B program at <https://sbavets.force.com>.

For women veterans

Receive entrepreneurial training geared toward women veterans, service

members, and spouses through these SBA-funded programs:

- » Veteran Women Igniting the Spirit of Entrepreneurship in Syracuse, New York
- » LiftFund in San Antonio, Texas

For service-disabled veterans

Learn how to start and grow a small business using these SBA-funded programs:

- » Entrepreneurship Bootcamp for Veterans with Disabilities in Syracuse, New York

- » Veterans Entrepreneurship Program at the Riata Center for Entrepreneurship, Spears School of Business, Oklahoma State University in Stillwater, Oklahoma
- » Veteran Entrepreneurship Jumpstart at St. Joseph's University in Philadelphia, Pennsylvania
- » Dog Tag Inc., affiliated with Georgetown University in Washington, DC

Financing

Employee called to active duty?

You can receive funds that enable your business to meet ordinary and necessary operating expenses when an essential employee is called up to active duty in the military reserve. Ask your local SBA specialist or lender about the Military Reservist Economic Injury Disaster Loan.

Government contracting

Veteran-owned and service-disabled veteran-owned small businesses that want to better compete in the public market receive training from the Veteran Institute for Procurement, nationalvip.org.

VIP Start

Enter the federal market and become ready for procurement.

VIP Grow

Strategize to expand and operate within the federal marketplace.

VIP International

Enter or expand your federal and commercial contracting opportunities overseas.

Get certified

Learn about the service-disabled veteran-owned small business certification program on page 49.

Need assistance?

Veteran and military entrepreneurs receive business training, counseling, and referrals to other SBA Resource Partners at a Veterans Business Outreach Center, sba.gov/vboc. For veterans business information visit sba.gov/veterans.



COURTESY OF AVMAC INC.

Write your Business Plan

Your business plan is the foundation of your business. Learn how to write a business plan with the help of an SBA Resource Partner.



Business plans help you run your business.

A good business plan guides you through managing your business. You'll use your business plan as a roadmap for how to structure, run, and grow your new business.

Business plans can help you get funding or bring on new business partners. Investors want to see a return on their investment. Your business plan is the tool you'll use to convince people that working with you—or investing in your company—is a smart investment. Brain storm with a business counselor (visit one of our SBA Resource Partners detailed on page 10) and write a **traditional business plan**, which uses a standard structure and detailed sections. Once you've got it all down, you can then condense it to a lean startup business plan, which typically contains key points on only one page.

TRADITIONAL BUSINESS PLAN FORMAT

When you write your business plan, you don't have to stick to the exact business plan template. Instead, use the sections that make the most sense for your business and your needs.

Executive Summary

Briefly summarize your company and why it will be successful. Include your mission statement, your product or service, and basic information about your company's leadership team, employees, and location. You should also include financial information and high-level growth plans if you plan to ask for financing.

Company Description

Go into detail about the problems your business solves. Be specific as to audience and location. List out the consumers, organizations, or businesses your company plans to serve.

Explain the competitive advantages you have that will make your business successful. Are there experts on your team? Have you found the perfect location? Your company description is the place to boast about your strengths.

Market Analysis

Demonstrate a solid understanding of your industry outlook and target market. This is where it pays to partner with an experienced business counselor from your local Small Business Development Center, SCORE, Women's Business Center, or Veterans Business Outreach Center—all these SBA Resource Partners provide free or low-cost business assistance. Competitive research will show what other businesses are doing and their strengths. In your market research, look for trends and themes. What do successful competitors do? Why does it work? Can you do it better? Now's the time to answer these questions.

Organization and Management

Explain how your company will be structured and who will run it.

Describe the legal structure of your business. State whether you have or intend to incorporate your business as a C or an S corporation, form a general or limited partnership, or if you're a sole proprietor or limited liability company.

Want to see an example of a business plan?

View examples of business plans at [sba.gov/business-guide/plan/write-your-business-plan-template](https://www.sba.gov/business-guide/plan/write-your-business-plan-template)

TRADITIONAL BUSINESS PLAN CHECKLIST

- ☐ Executive summary
- ☐ Company description
- ☐ Market analysis
- ☐ Organization and management
- ☐ Service or product line
- ☐ Marketing and sales
- ☐ Funding request
- ☐ Financial projections
- ☐ Appendix

Use an organizational chart to show the hierarchy. Explain how each person's experience will contribute to the success of your venture. Consider including CVs of key members.

Service or Product Line

Describe what you sell or what service you offer. Explain how it benefits your customers and the product lifecycle. Share your plans for intellectual property, like copyright or patent filings. If you're doing research and development for your service or product, explain it.

Marketing and Sales

Your marketing strategy should evolve and change to fit your needs in each context.

Describe how you'll attract and retain customers. Show how a sale will actually happen. You'll refer to this section later when you make financial projections, so be thorough.

Funding Request

If you're asking for funding, outline your funding requirements. Specify whether you want debt or equity and the terms you'd like. Your goal is to clearly explain how much funding you'll need over the next five years and how the investment will be used.

Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Explain how you'll pay off the debt.

Financial Projections

Supplement your funding request with a prospective financial outlook for the next five years. Show how your business will be a financial success.

If your business is already established, include income statements, balance sheets, and cash flow statements for the last three to five years. List collateral you could put against a loan.

Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be even more specific and use quarterly—or even monthly—projections. Make sure to clearly explain your projections and match them to your funding requests.

Use visual organization tools--graphs and charts—to tell your business's financial story.

Appendix

Here you'll attach supporting documents or other requested materials. Common items to include are credit histories, CVs, product pictures, letters of reference, licenses, permits, patents, legal documents, and other contracts.

LEAN STARTUP PLAN FORMAT

Write a lean startup plan if requested from an investor, or if your business is relatively simple or you plan to regularly change and refine as you go.

Lean startup plans use more visual organization tools and only a handful of elements to describe your company's value proposition, infrastructure, customers, and finances. They're useful for visualizing your company's fundamental facts. Your business counselor can help you edit down into the Business Model Canvas, used here—the most well known style, or another lean startup template.

Key Partnerships

Note the other businesses you'll work with--suppliers, manufacturers, subcontractors, and similar strategic partners.

Key Activities

List the ways your business will gain a competitive advantage. Will you sell direct to consumers or use technology to tap into the sharing economy?

Key Resources

List resources you'll leverage to create value for your customer. Your most important assets include staff, capital, or intellectual property. Leverage business resources that might be available to women, veterans, Native Americans, and HUBZone-certified businesses.

Value Proposition

Make a clear and compelling statement about the unique value your company brings to the market.

Customer Relationships

Describe how customers will interact with your business. Think through the customer experience from start to finish. Is it automated or personal? In person or online?

Customer Segments

Name your target market. Your business won't be for everybody; it's important to have a clear sense of who you serve.

Channels

List the most important ways you'll talk to your customers.

Cost Structure

Will your company focus on reducing cost or maximizing value? Define your strategy, then list the most significant costs you'll face.

Revenue Streams

Explain how your company makes money: direct sales, memberships fees, selling advertising space? If your company has multiple revenue streams, list them all.

LEAN STARTUP PLAN CHECKLIST

- | | |
|---|--|
| <input type="checkbox"/> Key partnerships | <input type="checkbox"/> Customer segments |
| <input type="checkbox"/> Key activities | <input type="checkbox"/> Channels |
| <input type="checkbox"/> Key resources | <input type="checkbox"/> Cost structure |
| <input type="checkbox"/> Value proposition | <input type="checkbox"/> Revenue streams |
| <input type="checkbox"/> Customer relationships | |



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AMERICA'S LEADING CORPORATIONS

AFTER YOU HAVE COMPLETED YOUR
BOOTS TO BUSINESS PROGRAM, FINISH
WITH SCORE, GET YOUR SBA LOAN, MEET
WITH YOUR VBOC, PTAC OR SBDC
COUNSELORS, **WE ARE THE NEXT LEVEL
UP TO ASSURE YOUR BUSINESS SUCCESS.**

FOR MORE INFO PLEASE VISIT NVBDC.ORG



Entrepreneurial Resources

Regional Innovation Clusters

Create jobs and grow the economy through an SBA Regional Innovation Cluster.

Who should join

Small businesses driving innovation in one of these tech industries:

- advanced composites
- agTech
- bioscience
- food processing
- data sciences
- medical sciences
- power and energy
- unmanned aerial systems
- water tech
- wood products

How it works

Each industry cluster is based in a geographic region. Your small business must be located in or near that region in order to join the cluster. For example, the AgLaunch Initiative cluster, which focuses on agricultural technology, is located in the Tennessee area. A small agTech business in or near Tennessee will connect with other agTech suppliers, service providers, and related institutions through that innovation cluster.

How it benefits you

Network with other industry innovators and connect with resources that will help your small business find funding. You'll also receive guidance on how to better compete for government contracts and other opportunities so you can grow and expand. Receive free technical and legal assistance to develop your tech and get it to market for government and industry buyers.

Get involved

Find an SBA Regional Innovation Cluster near you by visiting sba.gov/localassistance. Select the regional innovation clusters on the drop-down menu.

Online Learning

Find free short courses and learning tools to start and grow your small business at sba.gov/learning. The free SBA Online Learning Center is a great resource for every entrepreneur, especially rural business owners looking for easy access to vital business training.



Courses include:

- writing your business plan
- understanding your customer
- buying a business
- marketing to win customers
- legal requirements
- financing options
- disaster recovery

Native American Workshops

Tribal enterprises and business organizations can receive entrepreneurial training at an SBA Entrepreneurial Empowerment Workshop. These workshops cover business concepts important for starting, growing, or expanding a small business. RedWind instructors identify and help participants avoid common pitfalls. Learn how to prepare a business plan, gain access to capital, and basic book keeping. Request a workshop in your area by visiting nativesmallbusiness.org.

FUNDING PROGRAMS

Financing Your Small Business

How We Did It

Crafting a Business

SBA-backed financing helped Superstition Meadery expand into a multimillion dollar enterprise.

WRITTEN BY BECKY BOSSHART

Jennifer and Jeff Herbert's home-based brewing has expanded into a global, multimillion dollar enterprise thanks to SBA assistance. Using Arizona honey and ingredients they've sourced from around the world (such as Tahitian vanilla and Moroccan saffron), the Herberts are selling nearly 30,000 gallons annually of their honey-based fermented beverage. They operate a downtown Prescott, Arizona tasting room and state-of-the-art production facility, creating jobs and building a local craft industry. The Herberts, founding members of the American Mead Makers Association, have traveled around the world hosting pairing events and pouring at craft beverage festivals.

Challenge

The Herberts wanted to scale up their meadery while also staying true to their values of quality ingredients and craft process. It is often difficult for new entrepreneurs or unique concepts like a meadery to get traditional financing, even though they knew they had a great idea, the backing wasn't there to expand. They say that choosing to do something new breaks the mold, which can be uncomfortable for traditional lenders.

Solution

Thanks to guidance from an SBA Resource Partner, the Small Business Development Center at Yavapai Community College, Jennifer and Jeff learned about financing that worked for them. The SBA guarantees loans made by lending institutions to small business that would not otherwise be able to obtain financing. Their small business qualified for two SBA-backed loans totaling more than \$600,000. The Herberts' first SBA-backed loan allowed them to acquire commercial property to design and build their mead production facility. Their second SBA-backed loan provided the funding for professional brewing equipment to complete their 7,450-square-foot production space. The Herberts recently purchased a historic building in downtown Phoenix, Arizona to open a mead-pairing restaurant.

Benefit

The Herberts started with two employees and now have over 20 producing 29,000 gallons this year. From a homegrown setup, Jennifer and Jeff are now charting revenue in excess of \$2.6 million and distributing to 37 states, across Europe and Southeast Asia. They have plans for another expansion, including a shipping warehouse to manage their online retail and wholesale orders.



Jeff & Jennifer Herbert, owners of Superstition Meadery, completed their 7,450-square-foot production space and opened a tasting room in Prescott, AZ with the assistance of SBA-backed financing. See their story on YouTube by searching for the 2019 National Small Business Persons of the Year.

5 Tips for Success

Get guidance.

Develop a working relationship with an SBA Resource Partner (see page 10) to help you find the funding that works best for you.

Define your lending needs.

Determine if a loan is right for you. Is this the right time? How much do you need? What are you going to use it for?

Talk to multiple lenders.

See who best matches you and your business. Has the lender successfully worked with other businesses in your industry?

Check all options.

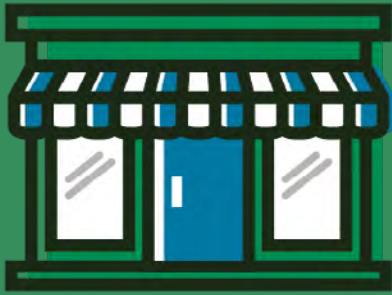
Consult with your lender to see if you're eligible for SBA financing programs, determined by your industry & experience; collateral; credit score; and the relationship & transparency you develop with the lending agent.

Be ready for the ups and downs.

Your entrepreneurial endeavor will be a roller coaster ride filled with challenges and successes. The path is all consuming so make sure that you love what you do. Passion is the price of admission.

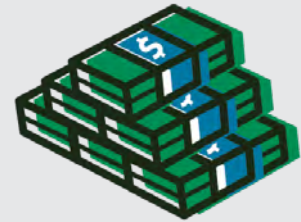
Lender Match

Find a lender interested in working with you at **sba.gov/lendermatch**. This matching tool connects entrepreneurs with SBA Lenders in your area.



SBA-backed Loans

help small business owners and entrepreneurs who are creditworthy but don't qualify for conventional financing. If you cannot obtain a business loan with reasonable rates and terms, contact your local SBA Lender to see if you are eligible for SBA programs. The SBA works with participating lenders to reduce their risk, increasing the likelihood your loan will be approved with the terms that work best for you. The guarantee is conditional on the lender following SBA program requirements. Just like with any other loan, you make your loan payments directly to your lender in accordance with your terms.



As a Preferred
SBA Lender,
we're committed
to helping your
business succeed.

At WSFS bank, we offer SBA loans with minimal cash investment, flexible underwriting and competitive rates for small business and franchise owners.

Our Relationship Managers are committed to promoting small business ownership in the communities we serve.

For more information contact the WSFS SBA team at **610.359.6921** or **wsfssba@wsfsbank.com**.



WSFS bank
We Stand For Service®

SBA Lenders

Our participating SBA Lenders serve all New Jersey unless otherwise noted. Contact the lender for more locations.

Bergen County

ENGLEWOOD
NVE Bank

76 Engle St.
(201) 816-2800

FAIR LAWN

Columbia Bank

19-01 Route 208 N.
(201) 421-2540

FORT LEE

1st Constitution Bank

2160 N. Central Road, suite 308
(201) 461-1318

Cross River Bank

400 Kelby St., fourth floor
(201) 808-7159

Pursuit

2050 Center Ave., suite 375
(201) 346-0300 or (866) 466-9232

Metro City Bank

1636 Parker Ave.
(201) 720-8132

New Millennium Bank

222 Bruce Reynolds Blvd.,
suite 400
(201) 585-6090 x3433

PALISADES PARK

Bank of Hope

303 Broad Ave.
(201) 582-1188

Eastern American CDC

16 Cleveland Place
(201) 585-0136

Noah Bank

449 Broad Ave.
(201) 328-8151

PARAMUS

Haven Savings Bank

80 Route 4 E., suite 350
(201) 291-2500 x126

M&T Bank

45 Eisenhower Drive, fourth floor
(201) 580-4610

Bogota Savings Bank

819 Teaneck Road
(201) 862-0660

Burlington County

MARLTON

Firsttrust Savings Bank

600 N. Route 73
(856) 596-5965

MOUNT LAUREL

**Fulton Bank of New
Jersey South**

533 Fellowship Road, suite 250
(856) 787-6200

Camden County

CAMDEN

**Cooperative Business
Assistance Corp.**

328 Market St.
(856) 966-8181

CHERRY HILL

WSFS Bank

1901 Cherry Hill E., route 70
(609) 674-3937

COLLINGSWOOD

1st Colonial Community Bank

1040 Haddon Ave.
(856) 858-1100

HADDON HEIGHTS

Haddon Savings Bank

201 White Horse Pike
(856) 547-3700

HADDON TOWNSHIP

Wells Fargo

690 W. Cuthbert Blvd.
(856) 854-0059

MARLTON

Liberty Bell Bank

145 N. Maple Ave.
(856) 830-1169

Cape May County

CAPE MAY COURT HOUSE

Sturdy Savings Bank

506 S. Main St.
(609) 463-5206

Essex County

FAIRFIELD

Capital One

710 US Highway 46 E., suite 306
(973) 439-0300 x1011 or
(973) 439-7628

Kearny

120 Passaic Ave.
(973) 439-3327 or (973) 439-3356

NEWARK

Industrial Bank

625 Broad St., suite 220
(973) 624-0865 x0047

Gloucester County

NORTHFIELD

Parke Bank

501 Tilton Road
(609) 646-6677

Husson County

BAYONNE

BCB Community Bank

591-595 Ave. C
(201) 823-0700 x2053

GUTTENBERG

GSL Savings Bank

6823 Bergenline Ave.
(201) 869-9300

Hunterdon County

CLINTON

Unity Bank

64 Old Highway 22
(908) 713-8508

FLEMINGTON

TD Bank

1 Royal Road
(908) 237-4762

Mercer County

HAMILTON

First Bank

2465 Kuser Road
(908) 310-1919

MERCERVILLE

**Regional Business
Assistance Corp.**

3111 Quakerbridge Road
(609) 587-1133

PENNINGTON

Republic Bank

2 Tree Farm Road, suite A230
(732) 918-1723

PRINCETON

Peapack-Gladstone Bank

300 Carnegie Drive, suite 340
(908) 234-0700

Middlesex County

EAST BRUNSWICK

PNC

2 Tower Center Blvd.
(732) 220-3801 or (732) 220-4562

EDISON

Hanmi Bank

1031 US Highway 1
(732) 710-4272

ISELIN**Bank of America**

194 Wood Ave., suite 400
(732) 321-5952

JPMorgan Chase & Co.

186 Wood Ave. S., second floor
(732) 650-3707

Provident Bank

100 Wood Ave. S.
(732) 590-9200

NEW BRUNSWICK**Magyar Bank**

400 Somerset St.
(732) 342-7600 x135

SOUTH PLAINFIELD**Mint National Bank**

908 Oak Tree Road, suite 1
(732) 767-0350

Monmouth County**JACKSON****Lakeland Bank**

2120 W. County Line Road
(732) 276-1352

WALL TOWNSHIP**Manasquan Saving Bank**

2221 Landmark Place
(732) 292-8400

Morris County**FLORHAM PARK****Santander Bank**

200 Park Ave.
(973) 549-2709

MONTVILLE**Lincoln 1st Bank**

193 Changebridge Road
(862) 777-8557

MORRISTOWN**Chase Bank**

225 South St.
(973) 285-2250

Ocean County**LAKEWOOD****First Commerce Bank**

105 River Ave.
(201) 767-0985

Passaic County**OAK RIDGE****Lakeland Bank**

250 Oakridge Road
(973) 208-6237

TOTOWA**Valley**

55 Union Blvd.
(862) 261-3024

Salem County**ELMER****First National Bank of Elmer**

10 S. Main St.
(856) 358-7000 x207

Somerset County**BASKING RIDGE****Affinity Federal Credit Union**

73 Mountainview Blvd.
(908) 860-3895

BRIDGEWATER**Financial Resources FCU**

520 Route 22 E., first floor
(908) 253-6441

SOMERSET**Regal Bank**

408 Elizabeth Ave.
(908) 566-6226

SOMERVILLE**Fulton Bank of****New Jersey North**

117 West End Ave.
(908) 253-3564

Sussex County**VERNON****Highlands State Bank**

310 Route 94
(973) 764-3200 x1121

Union County**CRANFORD****UCEDC**

75 Chestnut St.
(908) 527-1166

ELIZABETH**Crown Bank**

27 Prince St.
(908) 659-2100

NEW PROVIDENCE**ReadyCap Lending**

420 Mountain Ave.
(800) 453-3548

ROSELLE**Roselle Savings Bank**

235 Chestnut St.
(908) 245-1885

Out of State Lenders**Accion East**

(866) 245-2783

Bancorp Bank

(215) 861-7800

Beneficial Bank

(215) 864-3538

44 Business Capital, a division of Berkshire Bank

(908) 343-3356

BNB Bank

(212) 689-5292 x1281

Celtic Bank Corp.

(877) 295-3237

Centric Bank

(717) 657-7727

CitiBank

(202) 508-4528

Citizens Bank

(267) 671-1000

Customers Bank

(484) 334-4832

Dime Community Bank

(718) 782-6200 x5650

Dogwood State Bank

(973) 551-8614

East River Bank

(267) 295-6420

East West Bank

(212) 266-7961

Flushing Bank

(212) 477-9424 x0659 or
(212) 477-9424 x0662

HSBC Bank

(716) 853-4944

Hyperion Bank

(215) 789-4200

Independence Bank

(401) 886-4600

Live Oak Bank

(910) 685-7438

NewBank

(718) 353-8100

Newtek Small Business Finance Inc.

(855) 763-9835

Pacific City Bank

(917) 565-7055

Radius Bank

(617) 482-4000

Savoy Bank

(646) 775-4000

Spirit of Texas Bank

(320) 258-6607

Tioga Franklin Savings Bank

(215) 423-8012

United Bank of Philadelphia

(215) 231-3679 or (215) 231-3692

Univest Bank & Trust Co.

(215) 721-2460

Community Advantage Lenders**Regional Business Assistance Corp.**

3111 Quakerbridge Road,
second floor
Mercerville

Executive Director

William Pazmino

(609) 587-1133

rbacloan.com

UCEDC

75 Chestnut St.

Cranford

Senior Director Ellen McHenry

(908) 527-1166

ucedc.com

Participating Certified Development Companies**Eastern American CDC Inc.**

16 Cleveland Place, Englewood

President/CEO Kwonho Jung

(201) 585-0136

ea504.org

Pursuit

2050 Center Ave., suite 375
Fort Lee
Senior VP Hector A. De Costa
(201) 346-3825
pursuitlending.com

Regional Business Assistance Corp.

3111 Quakerbridge Road,
second floor, Mercerville
Executive Director
William Pazmino
(609) 587-1133
rbacloan.com

UCEDC

75 Chestnut St.
Cranford
Senior Director Ellen McHenry
(908) 527-1166
ucedc.com

Participating Microlenders

Accion East

Manager of Lending
Matthew Revere
(866) 245-2783
accioneast.org

BOC Capital Corp.

*Serving Bergen, Essex, Hudson,
and Union counties*
Executive Director Nancy Carin
Program Assistant
Tobe Tsuchiya
(718) 624-9115
Fax (718) 246-1881
bocnet.org

Cooperative Business Assistance Corp.

*Serving Atlantic, Camden, Cape
May, Cumberland, Gloucester,
and Salem counties*
328 Market St., Camden
Harry Stone
(856) 966-8181
cbaclenders.com

Pursuit

2050 Center Ave., suite 375,
Fort Lee
Senior VP Hector A. De Costa
(201) 346-3825
pursuitlending.com

Regional Business Assistance Corp.

3111 Quakerbridge Road,
second floor, Mercerville
Executive Director
William Pazmino
(609) 587-1133
rbacloan.com

UCEDC

75 Chestnut St., Cranford
Senior Director Ellen McHenry
(908) 527-1166
ucedc.com

Export Assistance Lenders

Berkshire Bank

(800) 773-5601
berkshirebank.com

FinWise Bank

(646) 768-7450
finwisebank.com

First Home Bank

(727) 399-5680
firsthomebank.com

Fulton Bank

(800) 385-8664
fultonbank.com

HSBC Bank USA

(800) 975-4722
us.hsbc.com

Manufacturers & Traders Trust Co.

(800) 724-2440
mtb.com

Newtek Small Business Finance

(855) 763-9835
newtekone.com

TD Bank

(888) 751-9000
tdbank.com

NewBank

(718) 353-8100
newbankusa.com

World Trade Finance Inc.

(424) 370-9873
world-trade-finance.com



Do you need financing for your small business?

Starting from **\$500 Microloans to multimillion-dollar packaged 504 loans** and interest rates that start as low as **2.75%***, whether you're a start-up or a seasoned entrepreneur, we will help you get the financing you need.

Our loan products offer:

- Quick turnaround
- Fixed-rate financing options
- Up to 25 year terms
- Funds for owner-occupied real estate purchase
- Working capital
- Refinancing options
- FREE training courses
- Mentorship for life of loan

Your business is more than a credit score!

For more info visit us at ucedc.com/sba

*Rates vary based on product and market conditions and begin at 2.75% for Microloans to women-owned businesses

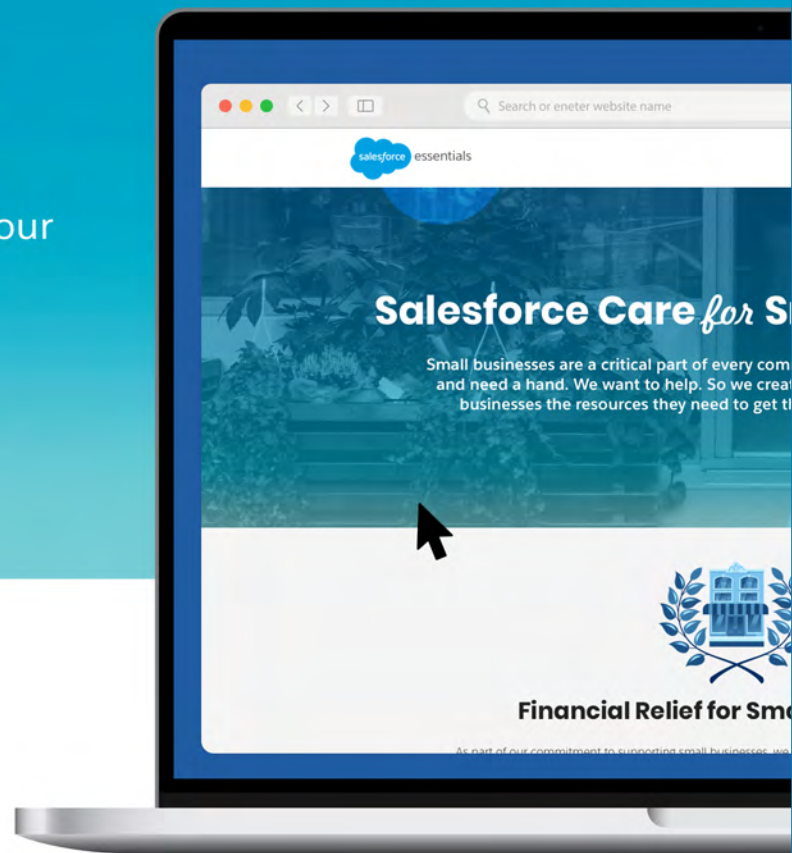
Free Solutions for Small Businesses

We can get through this together.

Small businesses are the heart of our communities. In these uncertain times, we want to help. So we created Salesforce Care to provide free resources, tips, and support.

- Stay connected to every customer with Salesforce Essentials – now free for 90 days.*
- Turn data insights into confident decision-making with analytics tool Tableau – free for 90 days.*
- Get the guidance you need to keep your business going with free workshops, webinars, and more.

Learn more:
salesforce.com/careforsmallbusiness



*New customers only. Restrictions apply.

Need Financing?

Visit your local SBA office or lender to learn about these funding options.

The 7(a) Loan, the SBA's Largest Financing Program

If you cannot get conventional financing and you meet the eligibility requirements, you can use a 7(a) loan to buy real estate, equipment, or inventory for your small business. It may also be used for working capital, to refinance business debt or purchase a small business.

MAX LOAN AMOUNT: \$5 million

INTEREST RATE: generally prime + a reasonable rate capped at 2.75%

TERMS: loan term varies according to the purpose of the loan, generally up to 25 years for real estate, 10 years for other fixed assets and working capital

GUARANTEE: 50 to 90%

CAPLines

Meet your revolving capital needs with lines of credit. CAPLines can be used for contract financing, seasonal lines of credit, builders line of credit, or for general working capital lines.

SBA Express Loan

Featuring a simplified process, these loans are delivered by experienced lenders who are authorized to make the credit decision for the SBA. These can be term loans or revolving lines of credit.

MAX LOAN AMOUNT: \$350,000

INTEREST RATE: for loans less than \$50,000, prime + 6.5%; for loans of \$50,000 and greater, prime + 4.75%

TERMS: loan term varies according to the purpose of the loan, generally up to 25 years for real estate and 10 years for other fixed assets and working capital

GUARANTEE: 50%

Community Advantage

A financing program for women, veterans, low-income borrowers, and minority entrepreneurs just starting up or in business for a few years. Receive free business counseling as you work with a community-based financial institution.

INTEREST RATE: prime + 6%

TERMS: up to 25 years for real estate, 10 years for equipment and working capital

GUARANTEE: 75 to 90%



Microloans

Eligible businesses can startup and grow with working capital or funds for supplies, equipment, furniture and fixtures. Borrow from \$500 to \$50,000 and access free business counseling from microlenders.

INTEREST RATE: loans less than \$10,000, lender cost + 8.5%; loans \$10,000 and greater, lender cost + 7.75%

TERMS: lender negotiated, no early payoff penalty

504 Certified Development Company Loan

If you do not qualify for traditional financing, but would like to purchase or renovate real estate or buy heavy equipment for your business, ask about the 504 loan. It provides competitive fixed-rate mortgage financing through a lender and a Certified Development Company.

MAX LOAN AMOUNT (UP TO 40% OF THE TOTAL PROJECT): up to \$5 million; \$5.5 million for manufacturing or energy public policy projects

INTEREST RATE: below market fixed rates for 10, 20 or 25 year terms

TERMS: 20 or 25 years for real estate or long-term equipment, 10 years for general machinery and equipment

GUARANTEE: the lender provides a senior loan for 50% of the project cost (with no SBA guarantee); the CDC finances up to 40% in a junior lien position (supported by the SBA guarantee)

SPECIAL CONDITION: a minimum borrower contribution, or down payment, is required, amounts vary by project but are usually 10%

Go Global with International Trade

Stabilize seasonal sales and become less dependent on any one market by exporting.



Expand your Market

Small businesses can enter and excel in the international marketplace using State Trade Expansion Program grants and training. Visit sba.gov/internationaltrade to find out if your state is participating. You can:

- learn how to export
- participate in foreign trade missions and trade shows
- obtain services to support foreign market entry
- translate websites to attract foreign buyers
- design international marketing products or campaigns

Financing for International Growth

Having trouble securing capital to meet your small business exporting needs? Use SBA international trade programs to cover short or long-term costs necessary to sell goods or services abroad. Loan proceeds can be used for working capital to finance

foreign sales or for fixed assets, helping you better compete globally. Apply for lines of credit prior to finalizing an export sale or contract and adequate financing will be in place by the time you win your contract. If you've been in business for at least a year, ask your area SBA regional finance manager about the Export Working Capital program. The International Trade Loan program also helps exporters who have been adversely affected by foreign importing competition, helping you better compete globally.

Max loan amount: \$5 million

Interest rate: for Export Working Capital, the rate is negotiated between borrower and lender. For the International Trade Loan, it also cannot exceed prime + 2.75% for loan amounts over \$50,000 and maturity of seven years or more.

Terms: For Export Working Capital, typically one year, cannot exceed three years. For International Trade Loans, up to 25 years for real estate, up to 10 years for equipment.

Guarantee: up to 90%

Expert Advice on Exporting

Find an SBA professional in one of the 21 U.S. Export Assistance Centers, sba.gov/tools/local-assistance/eac, located in most major metro areas. The centers are also staffed by the U.S. Department of Commerce and, in some locations, the Export-Import Bank of the United States and other public and private organizations. Visit your local Small Business Development Center (see page 8) for exporting assistance from professional business counselors.

Export Express uses a streamlined process that expedites the SBA guarantee—what small businesses need most when preparing to export or ramping up international trade on a fast timeline.

Max loan amount: \$500,000

Interest rate: typically not to exceed prime + 6.5%

Terms: up to 25 years for real estate, up to 10 years for equipment, up to seven years for lines of credit

Guarantee: up to 90%

Approval time: 36 hours or less

Help with Trade Barriers

If you need assistance with international trade regulations, the SBA can be your advocate in foreign markets. Call toll free (855) 722-4877 or email your contact information and trade issue to international@sba.gov.



▲ HOW THE SBA HELPED US SUCCEED

Small businesses that qualify for the SBA State Trade Expansion Program use grant proceeds to bolster their international market presence, which EarthQuaker Devices has done in a seismic way. A manufacturer of guitar special effects pedals in Akron, OH, EarthQuaker has built an international social media fanbase delivering content in seven languages, generating millions of website page views.

EarthQuaker owners Julie Robbins & Jamie Stillman developed their global marketing strategy and multilingual promo materials with the SBA State Trade Expansion Program. The couple also received global marketing counseling and research assistance from the Ohio Small Business Development Center Export Assistance Network.

Help with Trade Barriers

If you need assistance with international trade regulations, the SBA can be your advocate in foreign markets. Call toll free (855) 722-4877 or email your contact information and trade issue to international@sba.gov.

R&D Opportunities for High Growth Startups

Businesses engaged in high-risk research and development can compete to develop their tech to market.



COURTESY OF THE SBA

Do you work in one of these areas?

- » advanced materials
- » agTech
- » artificial intelligence
- » augmented reality and virtual reality
- » big data
- » biomedical
- » cloud computing
- » cybersecurity
- » energy
- » health IT
- » national security
- » sensors
- » space exploration

America's Seed Fund

The Small Business Innovation Research and the Small Business Technology Transfer programs, known as America's Seed Fund, provide more than \$3.5 billion each year in early stage capital through a competitive awards process.

How it works

Every year, participating federal agencies announce topic areas that address their R&D needs. Topics include:

- » energy efficiency tech
- » remote exploration to outer space
- » New advances in devices for health research and diagnostic applications

Eligible businesses submit proposals to win either grants or contracts and then advance through three phases: There are three phases:

- » The proof-of-concept stage typically lasts from 6-12 months, and provides from \$100,000-\$225,000
- » The full R&D period lasts about 24 months, and typically provides \$600,000-\$1.5 million

▲ HOW THE SBA HELPED US SUCCEED

Killer Snails brings science out of the laboratory and into classrooms and living rooms with award-winning educational games, such as BioDive, Assassins of the Sea, and Biome Builder. The Brooklyn, NY-based business gained access to startup funding thanks to the Small Business Innovation Research seed funding program. Dr. Mandé Holford, left, Jessica Ochoa Hendrix, right, and Dr. Lindsay Portnoy envisioned how venomous marine snail research could be used in extended reality and digital learning to engage students and meet educators' needs. The business has raised more than \$1.2 million to support a team of full-time employees. Killer Snails's tabletop, digital, augmented and virtual reality games have won national and international awards.

- » The commercialization stage is when your small business seeks public or private funds for its venture or sells the innovation for a profit.

How your startup benefits

The funding agency does not take an equity position or ownership of your business. The federal government also protects data rights and the ability to win sole-source phase three contracts. Some agencies provide additional resources beyond funding.

Participating agencies:

- » Department of Agriculture
- » Department of Commerce
 - › National Institute of Standards and Technology
 - › National Oceanic and Atmospheric Administration
- » Department of Defense
- » Department of Education
- » Department of Energy
- » Department of Health and Human Services
 - › Centers for Disease Control
 - › Food and Drug Administration
 - › National Institutes of Health
- » Department of Homeland Security
- » Department of Transportation
- » Environmental Protection Agency
- » NASA
- » National Science Foundation

Visit **sbir.gov** to find funding opportunities and helpful program tutorials, as well as past award winners, such as Qualcomm, iRobot, Illumina, and Symantec. Use the local resources locator tool to identify state and regional programs and resources available to assist with grant writing, commercialization, and business counseling in your community.

SBIR Road Tour

Visit **sbirroadtour.com** and follow us @SBIRgov to learn about this annual national program and related events connecting tech entrepreneurs to the country's largest source of early stage funding, providing over 5,000 new awards annually.

Investment Capital

Looking for investors? For mature, profitable businesses with sufficient cash flow to pay interest, a small business investment company can help scale up your small business.



How an SBIC works

Investment companies with financing expertise in certain industry sectors receive SBA-guaranteed loans, which means the federal government is responsible in case of default. These investment companies then use the SBA-guaranteed capital and private funds to invest in qualifying small businesses. Each SBIC has its own investment profile in terms of targeted industry, geography, company maturity, the types and size of financing they provide.

To be eligible

The majority of your employees and assets must be within the United States. Some ineligible small businesses and activities include re-lenders, real estate, project financing, and foreign investment.

Visit **sba.gov** and click on Funding Programs and then Investment Capital. Follow us on Twitter for updates and announcements or visit our events page to learn about outreach programs in your community.

For more information, visit **sba.gov** and click on Funding Programs and then Investment Capital.

Surety Bonds

SBA-backed surety bonds help small businesses succeed.

Eligible small businesses in the construction, supply, and service sectors better compete for contracting and subcontracting jobs using SBA-backed surety bonds.

How you benefit

Surety bonds help small businesses receive the bonding assistance they need to win contracts by providing the customer with a guarantee the work will be completed.

How surety bonds work

Many contracts require surety bonds, which are offered by surety companies. The SBA guarantee provides an incentive for surety companies to work with small businesses that would normally not be able to obtain the bond.

Is the program right for you?

Small businesses that often come to the SBA for surety bonds:

- » startups and firms in business less than three years
- » businesses with credit issues or internally prepared financial statements
- » those who cannot secure bonding through regular commercial channels
- » subcontractors with a desire to establish their own bonding as a prime contractor
- » those wishing to increase their current bonding limits



▲ HOW THE SBA HELPED ME SUCCEED

With SBA-backed surety bonds, Frank Spencer III has been able to better compete for commercial and government contracts. Aztec Contractors of El Paso, TX received the bonding support it needed to compete for construction contracts with the General Services Administration, U.S. Army Corps of Engineers, and the Mission and Installation Contracting Command. Frank acquired Aztec in 2006 with no capital and only two employees. Now he employs 25 full time and provides internship opportunities. Sales have grown to about \$30 million annually. Aztec now qualifies for bonding in the standard surety market without SBA support.

For all contracts and subcontracts up to \$6.5 million, the SBA guarantees bid, payment, performance, and ancillary bonds issued by surety companies. For federal contracts up to \$10 million, the SBA makes a guarantee if it's in the best interest of the government.

The SBA reimburses surety companies in case of default 90% of losses sustained for veteran & service-disabled veteran, minority, 8(a), and HUBZone-certified small businesses, and all projects up to \$100,000. The SBA reimburses 80% for all other small businesses.

Need a surety bond guarantee fast?

For contracts under \$400,000, the process is streamlined using the SBA QuickApp program.

- » easy application
- » no need to submit financials to the SBA
- » online applications submitted to SBA authorized agents approved within hours



Ready to start?

The SBA partners with 40 surety companies and hundreds of bonding agents. Find authorized agents at sba.gov/osg. Do you want to discuss the advantages of the SBA Surety Bond Guarantee program? Contact a bonding specialist:

Tamara E. Murray
Denver, CO
(303) 927-3479

Kevin Valdes
Seattle, WA
(206) 553-7277

Jennifer C. Bledsoe
Washington, DC
(202) 205-6153

**Office of Surety
Guarantees**
(202) 205-6540



How I Did It

Smiling After the Storm

With SBA assistance, Stephanie Vitori rebuilt her Miami Beach, FL restaurant after Hurricane Irma.

WRITTEN BY JESS WALKER

If you ask Stephanie Vitori, the person who coined the term “bittersweet” must have run a business. In the 15 years Stephanie has owned Cheeseburger Baby, the Florida burger joint has endured recessions, multiple hurricanes, and competition from corporate franchises. She has grown along with Cheeseburger Baby, changing with each stage of the business lifecycle.

Vitori worked as a delivery driver before purchasing the business in 2004. Since then, she’s expanded by purchasing two food trucks. She runs an open kitchen, which means customers can watch their 100% Angus

beef cheeseburgers sizzle on the flat-top grill. Burgers are kept classic, no extra frills. “People feel at home,” Stephanie says. “You’re not just another table somebody has to serve.” Here, everybody feels like somebody, she says. So many people love a good cheeseburger, which is why all kinds of people are attracted to her restaurant. Cheeseburger Baby’s handcrafted patties have been featured on the Food Network and consumed by celebrities such as



COURTESY OF THE SBA

Jay-Z and Kanye West. Stephanie has met famous chefs “all through a cheeseburger.” But just as special to her is the Vietnamese couple who came in one day, speaking little English. They were eager to meet Stephanie and show her a napkin with “Cheeseburger Baby” scrawled on it. On the other side of the world, a friend had told them to come, so they did. It all just goes to show you, Stephanie says, people come together for a great cheeseburger.

Challenge

Despite these sweet moments, there have also been bitter ones. Hurricane Irma struck in 2017, and Cheeseburger Baby lost equipment and food supplies. Thirty percent of sales blew away with the wind. “It was a zombie zone in South Beach. People were scared to come since they thought everything was destroyed,” Stephanie says. “It was the roughest road I’ve ever traveled.”

Solution

An SBA disaster assistance loan aided Cheeseburger Baby’s recovery. The SBA provides direct low-interest loans to businesses of all sizes, nonprofits, homeowners, and renters to repair damage or replace property not covered by insurance or other forms of assistance. SBA disaster assistance loans can also be used to rebuild stronger, protecting your home or business against future damage caused by a disaster. The SBA also introduced Stephanie to her local

Once safety and security needs are met, the SBA helps get you and your community back to where you were before the disaster. Since low-interest SBA disaster assistance loans are government aid, creditworthiness and the ability to repay are taken into consideration before a loan is awarded. For information visit sba.gov/disaster.

What to do after a Disaster Declaration

After a disaster is declared by the President



Register with FEMA at

disasterassistance.gov or call (800) 621-3362, TTY (800) 462-7585, or visit a Disaster Recovery Center. Locations can be found at **fema.gov/drc**. Businesses are automatically referred to the SBA. Most homeowners and renters will be referred by FEMA to the SBA to apply for disaster loan assistance. You must complete the SBA application to be considered for assistance. If the SBA cannot help you with a loan for all your needs, we will in most cases refer you back to FEMA. If you do not complete an SBA application, you may not be considered for assistance from other agencies.

Express Bridge Loan Pilot Program

Businesses affected by a Presidential disaster declaration are eligible to receive expedited financing through an SBA Express lender. These funds may be used for disaster-related purposes while the business waits for long-term financing through the SBA’s direct disaster loan program.

Loan Amount: \$25,000

Terms: up to seven years

Guarantee: 50%

After a disaster is declared by the SBA

Businesses of all sizes, nonprofits, homeowners, and renters are eligible to apply for an SBA disaster assistance loan. Visit a Business Recovery Center or Disaster Loan Outreach Center in your area or visit **disasterloan.sba.gov/ela** to apply for a loan. You can also call the SBA customer service center at (800) 659-2955, TTY (800) 877-8339, and ask for an application package. FEMA grant assistance for homeowners or renters is not available under an SBA declaration.



Information you need to get started:

- address of damaged residence or business and contact information
- insurance information, including type of insurance, policy numbers, and amount received
- household and/or business income
- description of disaster-caused damage and losses



Small Business Development Center, which provided assistance with financing options and marketing. She continues to meet with SBDC advisers to remain competitive in an ever-changing economy.

During disasters, the responsibility falls on the owner's shoulders. But one lesson Stephanie has learned is the value in reaching out to others for assistance and counsel. While her brick-and-mortar restaurant was being rebuilt, she sold from a food truck. When the restaurant was operational again, she advertised that with spray paint on the plywood covering the broken windows. Stephanie and her wife, Gabriele Vitori, rebuilt Cheeseburger Baby by depending on each other and SBA assistance. See their story on YouTube by searching for the 2019 Phoenix Award for Small Business Disaster Recovery. "You've got to have resiliency. You've got to swallow your pride sometimes," Stephanie says. "But you also have to believe in your product."

Benefit

For Cheeseburger Baby, that product will continue satisfying the burger hankerings of locals, celebrities, and tourists alike. Vitori sees expansion in her future—she'd like to have a brick-and-mortar restaurant and food truck in each growing town in South Florida. "My whole life is this. I've always felt a love for business ownership," Stephanie says. "That drive keeps you going."



Get Ready

The Ready Business program, ready.gov/business, gives step-by-step guidance on how to prepare your business for a disaster. The series includes preparedness toolkits for earthquakes, hurricanes, flooding, power outages, and severe winds/tornadoes. Spanish materials are available.

Don't Wait

Take steps now to protect your business and reduce property damage with the help of an SBA disaster assistance loan. Those affected by a disaster can rebuild stronger by increasing their SBA loan up to 20% of the verified physical damage to make mitigation improvements. Borrowers have two years after loan approval to request an increase for higher rebuilding costs, code-required upgrades or mitigation.

Keep in mind

Since an SBA disaster loan is a direct loan from the government, other organizations may reduce or not award you a grant if you have received an SBA loan or other assistance for your disaster loss. Be sure to check with the organization offering assistance to see how an SBA loan might affect your eligibility for their program. In general, recovery expenses covered by insurance, FEMA, or other forms of assistance may reduce the amount provided by your SBA disaster assistance loan.

CONTRACTING

Doing Business with the Government



COURTESY OF THE SBA

How I Did It

Taking the Helm

Jennifer Rahn steers Admiral Engineering and Manufacturing to success as a government subcontractor.

WRITTEN BY MICAELA MORRISSETTE



Jennifer Rahn was first hired as an office assistant at Phoenix, Arizona-based Admiral Engineering and Manufacturing Co. Rising to the top in a sector dominated by men, Rahn's career sounds a lot like the classic American success story. She got there with the help of a mentor and business growth earned as a federal government subcontractor.

For 16 years, Rahn worked side-by-side with then-owner David Schlosser, who became her mentor. Rahn says she learned "everything it takes to run a machine shop. I naturally just picked it up and wanted it."

The learning curve was steep—Admiral specializes in complex machined parts for industries including aerospace and communications—and Schlosser expected as much as he gave. "When I did something wrong, he told me, and I didn't do that again," Rahn

said, laughing.

One of their largest clients, aerospace and defense company L3 Technologies, nominated Admiral for the SBA Subcontractor of the Year award. As a subcontractor for L3 Technologies, Rahn said she gets great satisfaction from knowing soldiers are able to communicate with their leaders because of parts her company has made.

When Schlosser decided to retire, he asked Rahn to purchase Admiral.

"He did not want to sell to a corporation that would bring in their own people or end up foreclosing," Rahn says. "Then all your hard work is gone. I agreed because it was everything I had spent my life working on, too."

In September 2017, she took over as owner and president. Ownership transition poses a unique set of challenges. Rahn wanted to maintain relationships with her existing clients, which include

5 Tips for Success

Find a mentor.

I had a great mentor in my company, and I reached for opportunity when it was in front of me.

Always move forward.

The SBA has educational resources to improve your business know-how. To learn more about government contracting and SBA certification programs, call your local SBA district office or procurement center representative.

Compete smart.

See if your company can use the SBA Subcontracting Network database, https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm. SubNet connects businesses with subcontractors & small businesses with contract opportunities.

Know your industry.

I see everything; I have my hands in everything. I don't want to expand to where I can't do that anymore.

Build a team.

Everybody feels like this is our work family. My employees are as big a part of my company as I am, so I make sure they know that.

major government contractors. She's grateful prime contractors have incentive to subcontract with small business, and that helps businesses like Admiral.

Rahn has plans to grow, but not in the typical ways. She's investing in replacing equipment, enhancing efficiency and productivity while leading Admiral into new arenas like 3D printing. Because of the stability provided by being a government subcontractor, she's able to do all of this.



How to do business with the government

- 1** Identify your product or service number at **naics.com**.
- 2** Search **<https://beta.sam.gov>** to see if any federal agencies are looking for your product or service.
- 3** Attend an SBA district office workshop on contracting. Visit **sba.gov/localassistance** to find your local office.
- 4** Talk to a local Small Business Development Center counselor (see page 10) or visit a Procurement Technical Assistance Program adviser. Find your closest center at **aptac-us.org**.
- 5** Obtain a free DUNS number at **fedgov.dnb.com/webform**.
- 6** Register with the System for Award Management (**sam.gov**) to start doing business with the government.
- 7** Are you eligible for SBA certification programs? Read more about the 8(a), woman-owned small business, and HUBZone programs. Find out if you are eligible and upload all required documents to **certify.sba.gov**.

SBA Certification Programs

Your business could earn profit and gain valuable work experience by providing goods or services to the government.



COURTESY OF THE SUNDANCE CONSULTING

◀ HOW THE SBA HELPED ME SUCCEED

September Myres knew that becoming a government contractor would empower herself and other native peoples, while also growing her small business to the next level. She sought business development assistance from the SBA, qualifying for the SBA 8(a) Business Development Program, which helps small disadvantaged businesses compete in the federal marketplace. This program helped September strategically grow her company to become a competitive force in the environmental services industry. Sundance Consulting of Pocatello, ID has won contracts from the Army Corps of Engineers and the U.S. Forest Service. She has continually secured Department of Defense contracts to improve Native American lands adversely affected by past department activities. September often assists Native American tribes and Alaska Native villages with developing projects and community plans.

American Indians, Alaska Natives, and native Hawaiians seeking entrepreneurial development training can start, grow, and expand their business with the help of the SBA, [sba.gov/naa](https://www.sba.gov/naa). The Office of Native American Affairs also consults with tribal governments prior to finalizing SBA policies affecting tribes.

Socially disadvantaged: those subjected to racial or ethnic prejudice or cultural bias without regard to their individual qualities because of their identity as members of certain groups. The following groups often fit this status: Black Americans, Native Americans, Alaska Natives, Native Hawaiians, Hispanic Americans, Asian Pacific Americans, and Subcontinent Asian Americans. A person who is not a member of one of these groups must establish that it is more likely than not that he or she has suffered social disadvantage.

Economically disadvantaged: those whose ability to compete in the marketplace has been impaired because they have not had as much capital and credit opportunities compared to others in the same or similar line of business.

The benefits of the 8(a) program:

- » You are assigned an SBA professional to help coordinate business development assistance.
- » You could be awarded an 8(a) sole-source contract up to \$4 million for goods and services, \$7 million for manufacturing, exceptions apply.

8(a) small business that can provide the needed services. This is an accelerated process saving time for both you and the government agency or office.

All Small Mentor-Protege Program

Looking for an opportunity to partner with a more experienced firm for mentorship? That effort can be rewarded in the All Small Mentor-Protege Program, [sba.gov/allsmallmpp](https://www.sba.gov/allsmallmpp). At the same time you're gaining invaluable direction and experience, you and your mentor can compete for government contracts, further growing your business. To qualify for this program:

- » Proteges must have a mentor prior to applying for the program. Visit your local SBA office for guidance. Ask about the SBA's Resource Partners and the Procurement Technical Assistance Program for help in connecting you with a mentor business.

Contracting certification programs are designed to help you better compete for and win federal contracts set aside for small businesses. Visit [sba.gov/contracting](https://www.sba.gov/contracting) to learn more about set-asides and whether one or more of these government certification programs is right for your business. To see if you are eligible and then certify as a woman-owned, HUBZone, 8(a), or All Small business, visit [certify.sba.gov](https://www.certify.sba.gov).

8(a) Business Development Program

If you're an entrepreneur who is socially or economically disadvantaged, you may be eligible to receive business training and government contracting assistance through the 8(a) Business Development Program, [sba.gov/8a](https://www.sba.gov/8a). It includes free business development

education, training workshops, and match-making opportunities with federal buyers. Firms owned by Alaska Native Corporations, Indian tribes, Native Hawaiian organizations, and Community Development Corporations are also eligible for 8(a) business development assistance.

To be eligible for the 8(a) program, your small business must:

- » be owned and controlled by U.S. citizens who are socially and/or economically disadvantaged
- » demonstrate at least a two-year track record and have potential for continued success
- » have a net worth and adjusted gross income of less than \$250,000 and assets under \$4 million

- » You must be certified as a small business within your NAICS industry classification (naics.com).
- » Mentors and proteges must be organized for profit or as an agricultural cooperative.
- » Mentors cannot own more than 40% equity in the protege's business.
- » An SBA determination of affiliation must not exist between the mentor and the protege. All Small-approved partnerships receive an exclusion of affiliation for contracting purposes.

HUBZone

Businesses located in Historically Underutilized Business Zones, sba.gov/hubzone, can gain special access to federal contracts. To qualify for the certification, your small business must:

- » be owned and controlled by U.S. citizens, a Community Development Corporation, an agricultural cooperative, Indian tribal government, Alaska Native Corporation, or a Native Hawaiian organization
- » have a principal office located in a HUBZone, which includes Indian reservations and military facilities closed by the Base Realignment and Closure Act. Enter your address in our interactive map, maps.certify.sba.gov/hubzone/map, to see if you qualify.
- » have at least 35% of your employees living in a HUBZone



Service-Disabled Veterans

If you're a service-disabled veteran looking to enter the federal marketplace, you may be eligible for this small business certification. To determine your eligibility, contact a veterans business development officer at your local SBA office, or the SBA's Office of Veterans Business Development, sba.gov/ovbd. After you have set up to do business with the government in sam.gov, update your status as a service-disabled veteran business. Keep in mind, the SBA does not officially certify this designation, so when a contract awarded based on this eligibility is protested, the SBA will determine if your business meets the eligibility status, ownership, and control requirements.

Women-Owned Small Business Certification

If you're a woman proprietor looking to sell to the federal government, you may be eligible for the Women-Owned Small Business certification, sba.gov/wosb.

Here's how to get certified:

1. Make sure you're eligible

- Your business must be at least 51 percent owned and controlled by one or more women who are U.S. citizens. The ownership must be direct and unconditional.
- A woman must hold the highest officer position and have managerial experience required to run the business.
- One or more women must manage the daily business operations on a full-time basis and conduct long-term decision making and planning.

To qualify as an economically disadvantaged woman-owned small business, your company must meet these criteria and the business owner and/or manager must meet certain income and asset requirements.

2. Register

- Register with the System for Award Management (sam.gov) to start doing business with the government.

3. Certify

Self-certify as a woman-owned small business or an economically disadvantaged woman-owned small business for free, or obtain certification from one of the SBA's approved third-party certifiers (which costs a fee):

- El Paso Hispanic Chamber of Commerce
- National Women Business Owners Corporation
- U.S. Women's Chamber of Commerce
- Women's Business Enterprise National Council

All required documents must be uploaded to certify.sba.gov prior to submitting an offer on a contract set aside for the program.

4. Update your status

- Update your status as a woman-owned small business in sam.gov.

5. Search the database

- Search the FedBizOpps database (fbo.gov) for your new business opportunity.

Get Expert Contracting & Certification Help

Federal contracting can be complex, but you don't have to do it alone. A Procurement Technical Assistance Center adviser can help you determine if your business is ready for government contracting. An adviser can also help you register in the System for Award Management (sam.gov) and see if you're eligible for any small business certifications and/or programs. Visit sba.gov/localassistance to find one-on-one counseling that is free or low cost. (see page 8).

Procurement Technical Assistance Centers

New Jersey Institute of Technology PTAC

323 Dr. Martin Luther King Blvd.
Fenster Hall, room 490, Newark
(973)596-3105
jumbo@njit.edu
Book an appointment at
njitptac.ecenterdirect.com

UCEDC

Serving Union County
75 Chestnut St., Cranford
Director of Procurement Programs
Maryann Williams
mwilliams@ucedc.com
(908) 527-1166
ucedc.com/ptac

An O'Fallon Casting Inc. employee at work in O'Fallon, MO. Owner Vince Gimeno grew his business thanks to expert SBA business counseling.



Local Contracting Resources

U.S. Army Contracting Command New Jersey

Picatinny Arsenal, building 1610
SBA Deputy Area Director
Michael Cecere
(973) 724-6574
Fax (973) 724-5704
michael.cecere@sba.gov

SBA Commercial Market Representative

Eugene Spillane
(973) 724-6960
eugene.spillane@sba.gov

NY & NJ Minority Supplier Development Council

(212) 502-5663
nynjmsdc.org

PA-NJ-DE Minority Supplier Development Council

(215) 569-1005
emsdc.org



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